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# MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Volume I, Number 1 Summer 1986

## Premier Issue

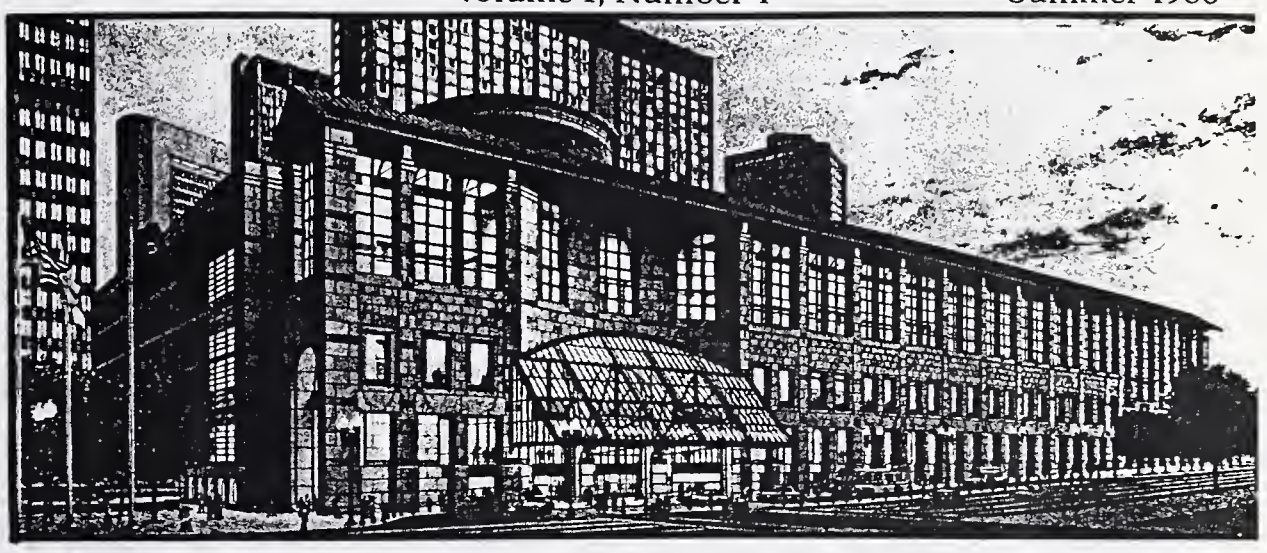
# Mass. Convention Center Authority Markets Massachusetts

*Francis X. Joyce*

By Francis X. Joyce
Executive Director

This newsletter, MASSMEETINGS, will be published quarterly by the Massachusetts Convention Center Authority (MCCA) for the meeting and convention industry. It will cover topics of interest to meeting and convention planners everywhere, and will familiarize you with the functions of the MCCA so you can fully utilize the services we offer.

see **Premier Issue**, *page 5*



*The John B. Hynes Veterans Memorial Convention Center will help make Boston one of the top convention destinations in the country.* *(Rendering by Frank Costantino)*

# The New Hynes — A New Era

With construction of the Hynes Convention Center on schedule — its January 1988 opening now less than two years away — the cornerstone of Boston's meeting and convention industry is being laid in place.

As the new John B. Hynes Veterans Memorial *Convention Center* takes shape — expanding outward over the next two years on a larger lot, and expanding upwards an additional floor — the former John B. Hynes Veterans *Auditorium* is now a memory.

Capable of accommodating 95 percent of all the conventions held in the United States, the new Hynes Convention Center will offer well-planned versatile space. The 454,000-square-foot facility can be utilized by one large convention hosting 22,000, or it can handle up to seven separate smaller functions simultaneously. Its five dedicated exhibit halls, 41 dedicated meeting rooms, spacious ballroom and separate dining facilities are joined by ample registration areas and pre-function spaces.

The Massachusetts Convention Center Authority (MCCA), owner and operator of the new Hynes, has given as much attention to the "behind-the-scenes" activities as to the "front-and-center" activities of running a major convention or trade show. Fifteen loading docks served by nine elevators will facilitate set-up and take-down. Crate storage areas and an elevator capable of hauling entire tractor trailer trucks are two examples of the practical thinking being used in the design of the Hynes Convention Center.

The physical plant has been designed with the convention planner in mind, and so has the Hynes' booking policy. Top priority is given to national and international conventions, and corporate and group meetings. Secondary consideration and shorter commit-

see **Hynes**, *page 2*

## MASSMEETINGS is...

- *MASSMEETINGS is the name of this newsletter.*
- *MASSMEETINGS — the Massachusetts Group Meetings & Convention Sales and Marketing Program — is a joint marketing effort of the Massachusetts Convention Center Authority, the Massachusetts Department of Commerce, the Greater Boston Convention & Visitors Bureau, the Bristol County Development Council, the Cape Cod Chamber of Commerce, the Pioneer Valley Convention & Visitors Bureau, and the Worcester County Convention & Visitors Bureau.*
- *The MASSMEETINGS marketing program is coordinated by the Massachusetts Convention Center Authority (MCCA).*
- *MASSMEETINGS has sales offices in Washington, D.C., New York City, Chicago and Boston, designed specifically to meet the needs of association and corporate meeting planners. Simply stated — MASSMEETINGS is your resource for planning a group meeting or convention in Massachusetts!*
- *MASSMEETINGS serves as a liaison between planners and the many organizations and facilities comprising the meetings and convention industry in Massachusetts. The Regional Vice Presidents of MASSMEETINGS are experienced industry veterans who can*

see **MASSMEETINGS**, *page 7*

The spirit of Massachusetts is the spirit of America.

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## ynes

nued from page 1

its are given to gate shows and l events.

ated in the heart of one of erica's most desirable cities, the es Convention Center combines conveniences requested most often neeting and convention planners. proximity to hotels, shopping, res- ants, entertainment and an air- is unmatched anywhere in the ld.

no other American city can boast nvention center that has more 5,000 first-class hotel rooms within a 10-minute walk — most of which are under one roof. The Hynes

**Capable of accommodating 95% of all the conventions held in the U.S., the new Hynes Convention Center will offer well-planned, versatile space.**

is an integral part of The Boston Complex, a convention/shopping/lodging/business development that encloses nearly 10 city blocks in a temperature-controlled environment for year-round comfort. The Boston Complex includes three hotels (the Marriott Copley Place, Sheraton Boston Hotel & Towers, and the Westin), two elegant shopping areas (Copley Place and the Prudential complex), and the Hynes Convention Center.

The decision to close the Hynes completely for a two and one-half year construction period was reached jointly by the MCCA and the Boston hotel community. Research conducted by the MCCA during its first year determined that a previously proposed four-year "phased" construction schedule — designed to keep portions of the Hynes operating at all times — was not in the best interest of the conventions scheduled to meet there during the construction period.

In choosing a total shut-down of the Hynes, the MCCA is gearing its activities toward meeting its deadlines. First year bookings reflect a high level of confidence in the MCCA's construction schedule — of the 67 major conventions currently scheduled for the Hynes' first year of operation, a significant portion of these organizations are meeting in Boston for the first time.

The MCCA is also gearing its activities toward helping Boston's hotels and facilities market themselves during the Hynes construction period. Boston is capable of handling medium-sized groups even without the Hynes. (The combined exhibition space of the nearby Marriott, Sheraton and Westin matches the total space previously available in the Hynes Auditorium.)

The closing of the old Hynes has sparked an increased spirit of cooperation in the meeting and convention industry in Boston. The opening of the new Hynes will mark the beginning of a new era for Boston's meeting and convention business, and for the city itself.

For booking information and a complete kit of materials on the Hynes, contact: Ernest A. Lucci, Director of Marketing, (617) 236-8168. •

# Planners Booking Hynes for '88 and Beyond

With the 1988 opening of the new John B. Hynes Convention Center, the Boston convention industry can look forward to one of the most successful years in its history. Of the 271 meetings and conventions rrently booked into the Hynes Convention Center between 1988 and 2011, percent will occur within the first 12 months of the facility's opening; 90 rcent of them will take place within the first three years of operation.

hanks to the overall size of the new Hynes and its well-planned design nfigurations, many groups will be able to meet in Boston for the first time thout having to be concerned about where all their exhibits and activities ll be located," said Francis X. Joyce. "The smooth traffic flow from exhibits seminars is assured because we can centralize an entire convention in one acious locale — the facility will be a success on a grand scale."

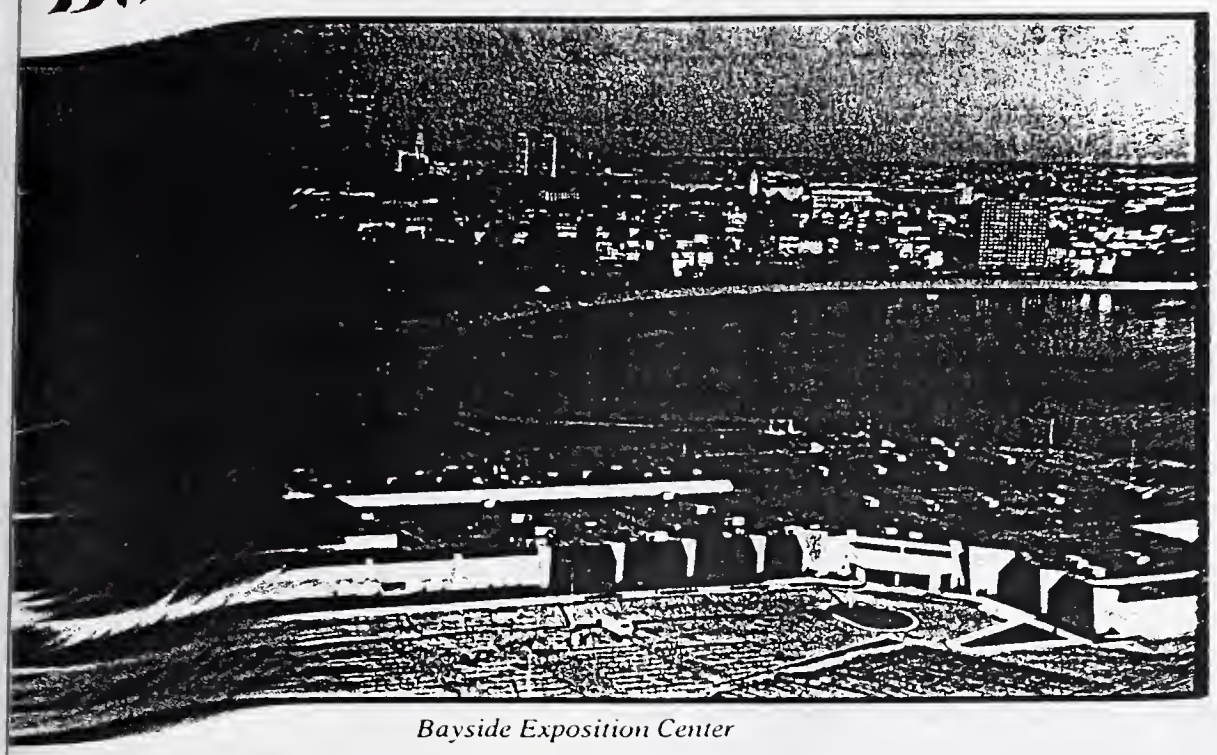
rty percent of the total number of groups booked into the convention center far are meeting in Boston for the first time, and they represent a wide riety of professional, corporate, religious, social and fraternal organiza- ns ranging in size from 20 to 22,000 people.

me newcomers to the city's convention scene are the 10,000 convention gistrants from the American Speech-Language-Hearing Association, a oup which has been looking at Boston as a convention destination for veral years but required more extensive facilities than the city could offer.

/e've had smaller meetings in Boston before, but an annual meeting was tirely out of the question," says Dr. Frances Johnston, the association's nvention and Meeting Director. "However, with the expansion of the city's tel facilities and the improved multi-use capabilities of the new Hynes nvention Center which allow for simultaneous exhibitions and group meet- gs, we're ready to hold our convention here in November of 1988.

o facility I've seen can surpass the new Hynes in the quality and configura- n of exhibition and meeting space offered. And where else in the United ates can you combine intimacy and versatility with enough hotel rooms thin walking distance of the convention center for 10,000 of your lleagues?"

# Boston is "Open for Business" During 1986-87



*Bayside Exposition Center*

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smaller-scale meeting or exhibition many Boston area hotels offer meeting and exhibition space which can accommodate the small to mid-sized event. Bob Cumings, President of the Greater Boston Convention and Visitors Bureau (617-536-4100) can provide all the details about the many different facilities available.

Among the larger facilities in the Boston area are the Bayside Exposition Center and the World Trade Center.

**The Bayside Exposition Center**

The Bayside Exposition Center, located on the historic Boston Waterfront, offers a wide variety of facilities to accommodate the needs of almost any meeting, exhibition or convention. Bayside features:

- 180,000 square feet of exhibition space on a single level
- on-site parking for over 2,000 cars
- banquet facilities for groups of up to 1,500
- sidewalk cafes seating up to 400
- 7 expandable meeting rooms ranging in size from 1,600 to 4,800 square feet
- theatre-style seating for groups of up to 4,600
- state-of-the-art communications systems.

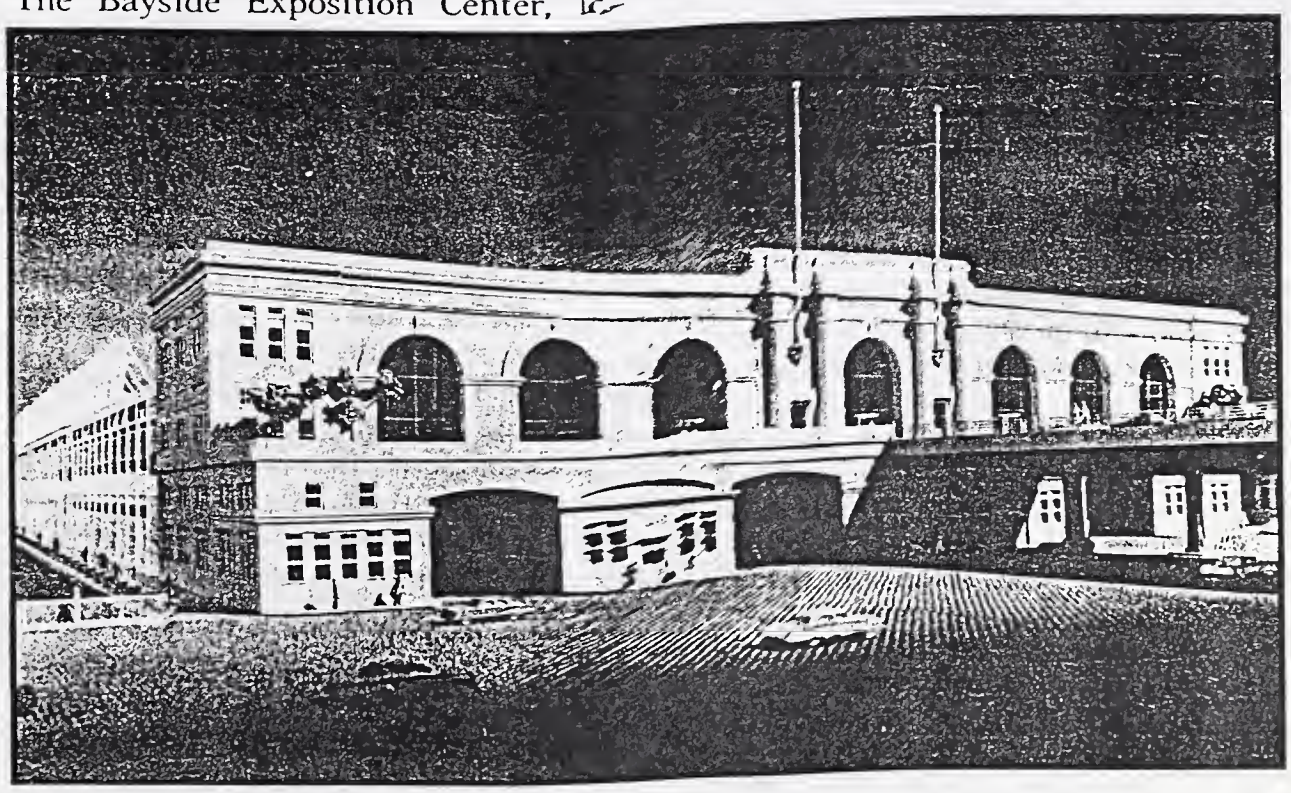
Bayside is minutes from downtown Boston, Logan Airport and many historical, cultural and recreational attractions. And the John F. Kennedy Memorial Museum and Library is a short walk from Bayside.

[For further information about Bayside, contact Frank Farrell, Director, 617-265-5800.]

**World Trade Center**

Boston's new World Trade Center has quality trade and exhibition space conveniently located in a state-of-the-art market center. Situated on the

see **Open**, *page 7*



*World Trade Center*

# Massachusetts Has a Site for E

he Commonwealth of Massachusetts is as diverse as the millions of people who visit it each year. rom mountains to ocean beaches to ıe bright lights of large metropolitan ities, Massachusetts offers the meetıg planner a wide array of sites and ıcilities in exciting environments. lthough each area of Massachusetts oasts its own unique characteriscs, they all share the flavor of New ngland.

### Vestern Massachusetts

ın one end of the state, the Berkshire lountains form the western border etween Massachusetts and New York tate. Famous for the annual Tangle'ood Summer Music Festival, the erkshires offer various sites for meetıgs and conventions. The Berkshire egion has charming country inns and ɔdges, as well as more contemporary ccommodations.

he Greater Springfield area offers isitors the best of both worlds. The ıird largest city in Massachusetts, pringfield has convention and meetıg facilities comparable to many ırge cities, along with restaurants, hopping and entertainment. The pringfield Civic Center, located in the eart of the city, offers meeting and ɔnvention planners facilities that can andle up to 7,000 visitors in addition ɔ an exhibit hall that can accommoate 144 8 x 10-foot booths. The Civic enter maintains a full kitchen, with anquet facilities for groups of up to 00, and has parking available for ,700.

ccommodations in Springfield inlude the Marriott, Holiday Inn and heraton hotels, among others. The pringfield area is served by many ıajor airlines through Bradley Interational Airport, located just 20 ıinutes away in Windsor Locks, Conecticut. Most Springfield hotels offer ee ground transportation to Bradley. lso, the Eastern States Exposition — the 4th largest exposition in the world — is held each September in West Springfield; and for sports enthusiasts, the Basketball Hall of Fame is located on the campus of Springfield College.

*(Contact Carol Kelleher, Executive Director, Pioneer Valley Convention & Visitors Bureau, 413-787-1548)*

### Central Massachusetts

In the heart of Massachusetts is Worcester, the state's second largest city, approximately 40 miles west of Boston. Worcester offers more than 10 first class hotels, including the Sheraton Lincoln-Inn and Conference Center, the Worcester Marriott and the Holiday Inn. Worcester has an abundance of meeting and convention sites, the largest of which is the Worcester Centrum, a multi-purpose facility which includes a 13,500 seat arena and a 25,000-square-foot exhibit hall, and can accommodate 215 8 x 10-foot booths.

The Worcester Memorial Auditorium, in the center of Worcester, is also a multi-purpose arena, with classic doric columns and an intricate architectural design. The main auditorium has a seating capacity of 3,000 in its 18,212 square feet. Mechanics Hall, built in 1857, has been magnificently restored, with two large function rooms. The Great Hall seats 1,600 theatre-style, or 700 for banquets, while smaller Washburn Hall can accommodate 450 theatre-style and 280 for banquets. On the smaller side, there is the Sheraton Conference Center, just minutes from downtown, which features meeting rooms, audiovisual facilities and a wide variety of recreational outlets.

The city is served by the Worcester Municipal Airport with convenient connections to or from any major airport in the country.

*(Contact Carolyn Miner, Executive Director, Worcester County Convention & Visitors Bureau, 617-753-2924)*

### Southeastern Massachusetts

Bristol County, in the southeast section of the state, is laden with the pride of Massachusetts history. Battleship Cove, in Fall River, is the home of the battleship U.S.S. Massachusetts, and the marvelous Whaling Museum is in nearby New Bedford. The area is also renowned for its factory outlet shopping centers. And just up the coast a bit, in Plymouth County, is the town of Plymouth, where the Pilgrims landed the Mayflower in 1620. Meetings and conventions in Southeastern Massachusetts are likely to take place at one of the many seaside resorts, offering luxurious accommodations, recreational activities, and fine meeting and convention facilities.

*(Contact Mary Morss, Executive Director, Bristol County Development Council, Inc., 617-997-1250)*

### North Shore

A collection of beautiful and distinct towns lies just to the north of Boston. From the historic fishing town of Gloucester to Marblehead and Rockport, with their rocky shores and intimate restaurants, the North Shore is a great site for small meetings and weekend excursions alike. Also in the area are the Witch Museum and House of Seven Gables in Salem. And the biggest steakhouse in the world isn't in Texas — it's in Saugus, just north of Boston. The area is also famous for its excellent factory outlet stores.

### Cape Cod

Cape Cod offers excellent meeting facilities in one of the world's most famous resort areas. Well known for

# ry Need

les of beaches and unique restau-nts that serve the best seafood any-here, the Cape's quaint New England lages and beautiful golf courses are ar-round attractions. And with any fine hotels, luxurious resorts, arming country inns and seaside ttages, there is never a shortage of dging.

e Cape is also the ideal site for gional meetings and corporate meet-gs for smaller associations. In addi-n to the fine facilities that exist in aces like New Seabury, the elegant ean Edge Conference Center in ewster opened in June.

*ontact Michael Frucci, Executive cretary, Cape Cod Chamber of mmerce, 617-362-3225)*

### oston

oston, the "Hub," is one of the state's ajor attractions. Its rich ethnic id historic background serves as a minder of the city's roots, while s cosmopolitan atmosphere gives sight into the future. From parks and useums to sporting events and res-urants to shopping and historic tes, Boston is a city with something r everyone. And of course, the Hynes onvention Center, Copley Place, aneuil Hall and the Freedom Trail are ll located right in the heart of the alking City.

hroughout the year, there is more o see and do in a day's walk through oston than in a week's drive through ther cities.

*Contact Robert Cumings, President, Greater Boston Convention & Visitors Bureau, 617-536-4100)* •

*For information on Massachusetts tourism opportunities contact Dick Rust, Director of Tourism, Massa-chusetts Department of Commerce, 617-727-3201.)*

# Premier Issue

*continued from page 1*

A quasi-governmental agency of the Commonwealth of Massachusetts created by legislation in June 1982, the MCCA's dual focus is, first, the construction of the new Hynes, and second, the marketing of meeting and convention destinations throughout Massachusetts. We are dedicated to increasing convention business in Massachusetts through the development and management of public use facilities, and through a coordinated marketing effort promoting the entire Commonwealth as a unique and exciting destination for meetings and conventions.

A top priority of the MCCA is the construction of an expanded full-service convention center on the site of the former Hynes Auditorium. The new John B. Hynes Veterans Memorial Convention Center, scheduled to open in January 1988, is a state-of-the-art facility providing double the rentable space formerly available at the Hynes Auditorium. Designed with flexibility and convenience in mind, the new Hynes has the potential to raise the city's group meeting and convention ranking to one of the top five in the nation, with positive effects on the entire state.

Boston is unique. It is the only U.S. city that has more than 5,000 first-class hotel rooms within a 10-minute walk from its convention center — most of which are under one roof. The planned interconnection with the Hynes, three major convention hotels and two elegant shopping complexes, and its proximity to all the attractions of Boston make it the ideal setting for any group meeting or convention.

Our second priority is a *statewide* marketing effort implemented through a unique program called MASSMEETINGS. The MCCA coordinates this cooperative undertaking of the major convention and visitor organizations in the state. With sales offices in Washington, D.C., New York City, Chicago and Boston, MASSMEETINGS functions as a liaison between meeting and convention planners and the other organizations and facilities in Massachusetts. The program, introduced by Governor Michael S. Dukakis in 1984, has already assisted hundreds of organizations in finding a Massachusetts meeting site to fit their exact needs.

As Boston experiences an influx of convention visitors like never before, the spirit of cooperation is pervasive — new hotels, chambers of commerce and convention and visitors bureaus have joined in a cooperative effort with the MCCA to gear up for the opening of the Hynes. Now that competing for convention business with the top destinations in the country is becoming a reality for Boston and Massachusetts, the MCCA's role grows increasingly more important.

**The program . . . has already assisted hundreds of organizations in finding a Massachusetts meeting site to fit their exact needs.**

Our commitment to the industry is reflected in our new facility — tailored to fit your diverse needs as meeting planners — and our communication efforts, including advertising, the MASSMEETINGS marketing program, and this newsletter. This quarterly publication will acquaint you with Massachusetts' offerings, not only in Boston, but in the Pioneer Valley area of Western Massachusetts, Worcester, Bristol County, and the Cape Cod areas.

Massachusetts' wealth of history, culture and natural beauty, combined with our new and upcoming facilities, make it a natural choice for group meetings and conventions. We look forward to supplying you with timely information, and to having you join the list of meeting planners who have already discovered that "The Spirit of Massachusetts is the Spirit of America." •

# A Profile of Hotelier Roger Saunders

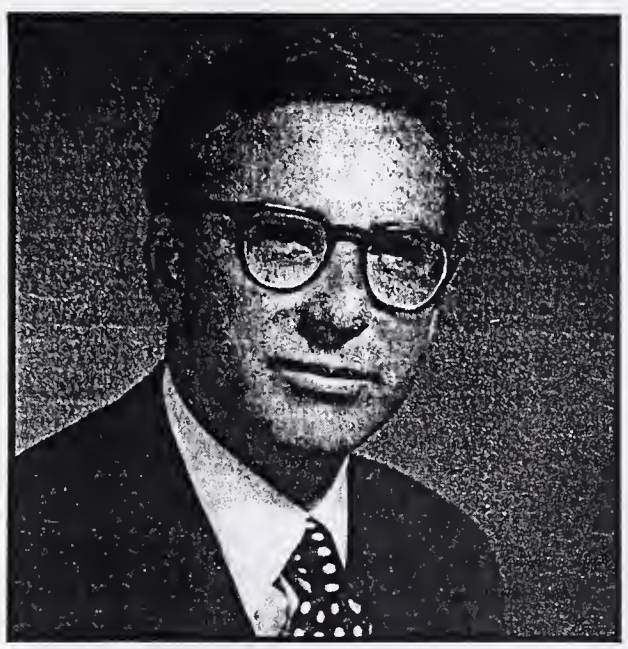
There is probably no one so eminently qualified to discuss the hospitality industry in Boston as oger Saunders. From his beginnings a bellman in a small, family-owned otel, Saunders worked his way up to om clerk, wine steward, and a host other jobs before taking over as Genal Manager of the Copley Square otel at the age of 25.

hat was over 30 years ago. Today, as hairman of Saunders Hotels, he is the esident and Co-Owner of the Copley quare, the Lenox, and the Park Plaza otel and Towers — encompassing a tal of 1,355 rooms — plus The Park laza Castle, a Certified Landmark esignate (20,000-square-foot Exhibion and Conference Facility with 35ot high ceilings, drawbridges, moats nd turrets). Saunders is also the rmer president of the state and city otel associations and the father of ur sons in the hotel business — two whom operate the Lenox and Copley quare Hotels in Boston and two amada Inns at Bradley International irport near Hartford, Connecticut. e, his sons and his wife, Nina (a hotel esign specialist), are clearly one of ne most recognizable families in the ndustry. Recently, he gave his views n several hotel, meeting and convenon topics.

**n the History of the Hospitality usiness in Boston . . .**

In my 35 years of innkeeping, I guess 've heard about or seen three phases. irst, between the 1930s and 1950s, the epression and subsequent construcion of new roads and reliable utomobiles forced over 30 hotels to lose. Then the Eastern Airlines Shutle made it suddenly unnecessary for ravelers to stay overnight. New York nd Washington, D.C. were the major vernight markets serving Boston, and nalf the market evaporated.

Secondly, there was the expansion of colleges and universities — which urchased hotels like the Myles Standsh and the Kenmore — and massive edevelopment — which took hotels ike the Somerset and the Madison off he market. But the high tech business rought in a lot more conventions,



*Roger Saunders*

and the expansion of financial, legal, real estate, government and tourism brought in corporate, individual and family travel.

"The third phase, which is occurring now, is a recognition of new marketing techniques. In the old days, you used to have just one Director of Sales, who essentially did everything. But today, we have a whole cadre of Marketing Directors at our hotels — a Director of National Convention Sales, an International Sales Director, a Tour and Travel Director, a Corporate Sales Director. The segments of the market are really broken down today into specialties."

**". . . what is good for this city is good for the entire six-state region."**

**On the Future of the Hotel Industry in Boston . . .**

"When the Hynes Convention Center comes on line, we'll be able to handle about 95 percent of all the conventions in the country. The future as I see it is combining more than one national convention, each one taking perhaps 500 to 2,000 hotel rooms, and each occupying a different segment of the Hynes. That will be essential to maintaining occupancy close to 70 percent, which is what we need to pay our industry's 30,000 employees, operating expenses and taxes."

**On the Effects of the New Hynes . . .**

"Boston is essentially the capital of New England, and what is good for this city is good for the entire six-state region. The Hynes Convention Center, by its very opening, will give national and international prominence to Boston's facilities — not only its convention facilities, but its high quality hotels, its restaurants, and all of its historic attractions."

**On the Interdependency of Boston's Hotels . . .**

"When the tide rises, all of the hotels in the city float a little higher. We really work closely to bring business first to Boston, and second to our own particular hotels.

"Boston hoteliers are a special breed. Those hotel managers who come here from other parts of the country have remarked on it consistently. There is a spirit of cooperation that perhaps is contagious from the spirit of the Minutemen. I think 'The Spirit of Massachusetts is the Spirit of America' says it all. The area inspires a need to stick together. And so we, in this little corner of the country, have a tightly-knit group of 33 hotels."

**On the Cooperative Spirit in Massachusetts' Hospitality Industry. . .**

"We have a commitment to cooperate with the Massachusetts Convention Center Authority, MASSPORT, the Greater Boston Convention and Visitors Bureau, as well as the Massachusetts Department of Commerce and Development, the Freedom Trail, Governor Dukakis, Mayor Flynn, and dozens of other civic, charitable and cultural institutions. Even though we're an independent, and don't have the resources of a chain, I think we certainly have set a cooperative tone that has been enthusiastically endorsed by the larger groups and other independents. And we're glad to have the company, because we're really all selling Boston together." •

## Open

*continued from page 3*

Boston Harbor waterfront, it combines attractive surroundings with the following:

- a 120,000-square-foot exhibition floor
- room to accommodate 575 10x10 booths
- theatre seating for 10,000, banquet seating for 8,000, and classroom seating for 6,000
- a 426-seat amphitheatre in the Conference Center with direct satellite reception capabilities
- Water Taxi service to Logan Airport, and shuttle service linking the Center with 18,000 in-town hotel rooms.

[For further information on the World Trade Center, contact JoAnn Dowling, Director of Exhibitions, 617-439-5000.] •

## Leach

*continued from page 8*

Auditorium, all of the piles have now been put in place, and excavation work has been completed. High pressure steam, electrical, telephone, sewage and chill water lines have been relocated, and work has begun on removing the top of the Turnpike and railroad in order to lay down new foundation walls. Most recently, cranes were moved into position in order to begin erecting structural steel, a process that Leach says will take five to six months.

By next winter, much of the exterior structure will be in place, and that means that Ken Leach will have to spend even more of his time on-site, supervising up to 400 workers. But that doesn't bother him at all. "The most important thing in this industry is communication," he says. "For scheduling purposes, we're constantly keeping all contractors and subcontractors informed of the progress. And we're making great strides by having all the key people stay on-site."

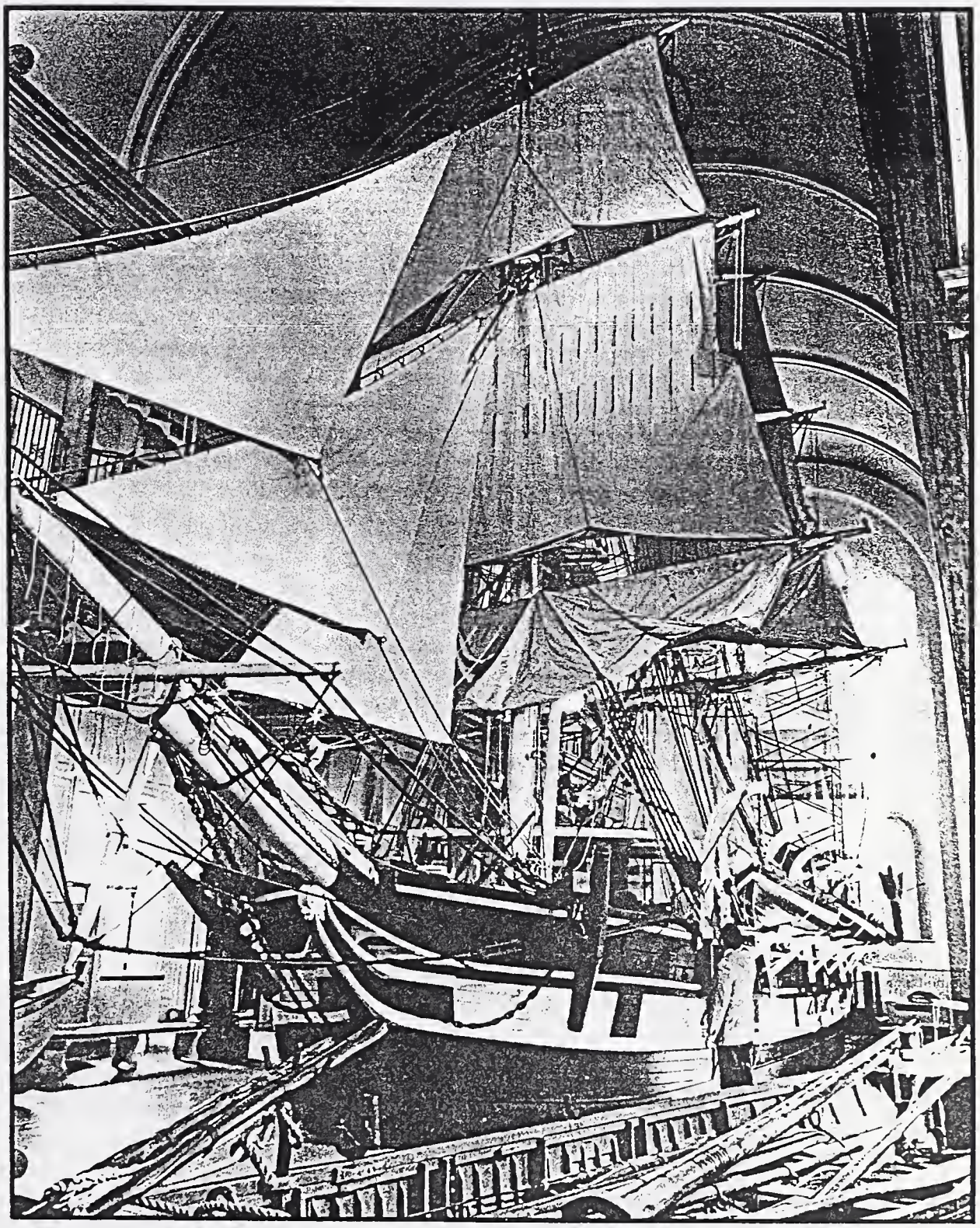
Ken Leach has been making great strides in construction for more than 40 years. By the time his 42nd year is completed — and with it, the Hynes — Boston will have made great strides, too. •

## MASSMEETINGS

*continued from page 1*

*direct you to locations and facilities in Massachusetts that not only meet your logistical needs, but meet your delegates' leisure needs.*

- *MASSMEETINGS was introduced in March, 1984 by Governor Michael S. Dukakis, whose commitment to making Massachusetts better known to convention planners and vacationers alike was the driving force behind the state's "Spirit of Massachusetts is the Spirit of America" campaign.*
- *MASSMEETINGS is Mark Broderick in Washington, D.C., (202) 898-0909.*
- *MASSMEETINGS is Lydia Shelby in New York City, (212) 949-4280.*
- *MASSMEETINGS is Gordon Ruppert in Chicago, (312) 664-0676.*
- *MASSMEETINGS is Ernest Lucci in Boston, (617) 236-8168.*



*The Whaling Museum in New Bedford, one of Bristol County's many historic attractions, features ships and models like the Bark Lagoda (above) — an authentic half-scale replica of a square-rigged whaler.*

# At the Hynes, Ken Leach is Building Respect

*Director of Project Engineering Ken Leach stands tall beside the rising Hynes Convention Center.*

Even though the opening of the new Hynes Convention Center is still about a year and a half away, one man goes to work in his ground floor "office" there every day. Underneath the shell of the building, in a trailer equipped with a rack for hard hats and drafting tables for blueprints, Director of Project Engineering Ken Leach is a very busy man.

According to Leach, his responsibilities are "to assist the Convention Center Authority in formulating programming, preliminary and final designs of the various engineering disciplines required for a facility of this type." But that doesn't tell the whole story.

Since he first became involved in the Hynes project in late 1984, Ken Leach has been involved in virtually every aspect of the planning, design, engineering and implementation. From traveling around the country to inspect other facilities, to establishing the construction schedule, to donning a hard hat and working with contractors on the construction site, Leach is working hard to make sure that when the Hynes opens in January of 1988, it will be THE most modern and flexible convention center around. We're going to be proud of this facility."

But the Hynes is not the only source of pride for Ken Leach. He is a veteran of the Corps of Engineers, the father of four children (two of whom are in construction in Hartford, "carrying on the tradition"), and, at age 65, he has just completed his 40th year in the business. Leach spent 22 years with the George A. Fuller Company — working his way up from field engineer to vice president — and then 13 years as a partner in the George B.H. Macomber Company.

And Ken Leach feels a special sense of satisfaction every time he walks by Copley Place, Boston's beautiful two-year-old mega-retail and hotel center. That's because he played a significant role in bringing it to fruition — by working with the engineers and contractors to ensure that the project was constructed properly, and then by coordinating the efforts of the general contractor with the needs of the owner and tenants. Indeed, it was at Copley that Leach learned many of the lessons about building above railroad lines and turnpikes — and dealing with the respective authorities and utilities — that would later come into use in designing the Hynes. Copley Place, he says fondly, "is one of the most outstanding complexes that has ever been conceived, designed and built in the Northeast. I think that was probably one of the highlights of my career in construction."

According to Leach, "The Copley Place project was the catalyst that really rejuvenated the Back Bay; and now the Hynes will be the anchor at the other end.

"Here we are in Boston, sitting right in one of the choice areas of the city — a location with accessibility to the Turnpike, railroads, the airport, 12,000-plus hotel rooms — and we're just walking distance from all of the cultural and historic areas of the city. This convention center will contain meeting and exhibit space that will accommodate about 95 percent of all major conventions."

Things are moving along quite well at the Hynes. Following last spring's demolition of the old Hynes

see **Leach**, *page 7*

**The MASSMEETINGS Newsletter is published by The Massachusetts Convention Center Authority**

*Members of the Authority*

Robert Q. Crane, *Chairman*
Robert Epstein
Thomas E. Finnerty
Byron Gilchrest
Robert H. Quinn
Robert J. Ryan

*Executive Offices: 10 Park Plaza, Suite 2310*
*Boston, Massachusetts 02116 Tel: (617) 723-0500*

Francis X. Joyce, *Executive Director*
Robert E. Sheehan, *Deputy Director*
Eugene J. Sullivan, *Chief Financial Officer*
Harold E. Clancy, *General Counsel*
Alan D. Reid, *Comptroller*

*For information about the Newsletter and the MASSMEETINGS program, contact: Ernest A. Lucci, Director of Marketing, MCCA Marketing Department, Suite 4050, Prudential Tower, Boston, Massachusetts 02199. Tel: (617) 236-8168.*

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# MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Volume I, Number 2 Autumn 1986

## Location: Hynes is the Place to Be

By Francis X. Joyce

"Location, location, location," the catch-phrase in home-buying, property siting, convention planning and convention center siting.

Location. It's not quite the *only* thing, but it's certainly a prime consideration for meeting and convention planners: location of the host city, and location of the convention center.

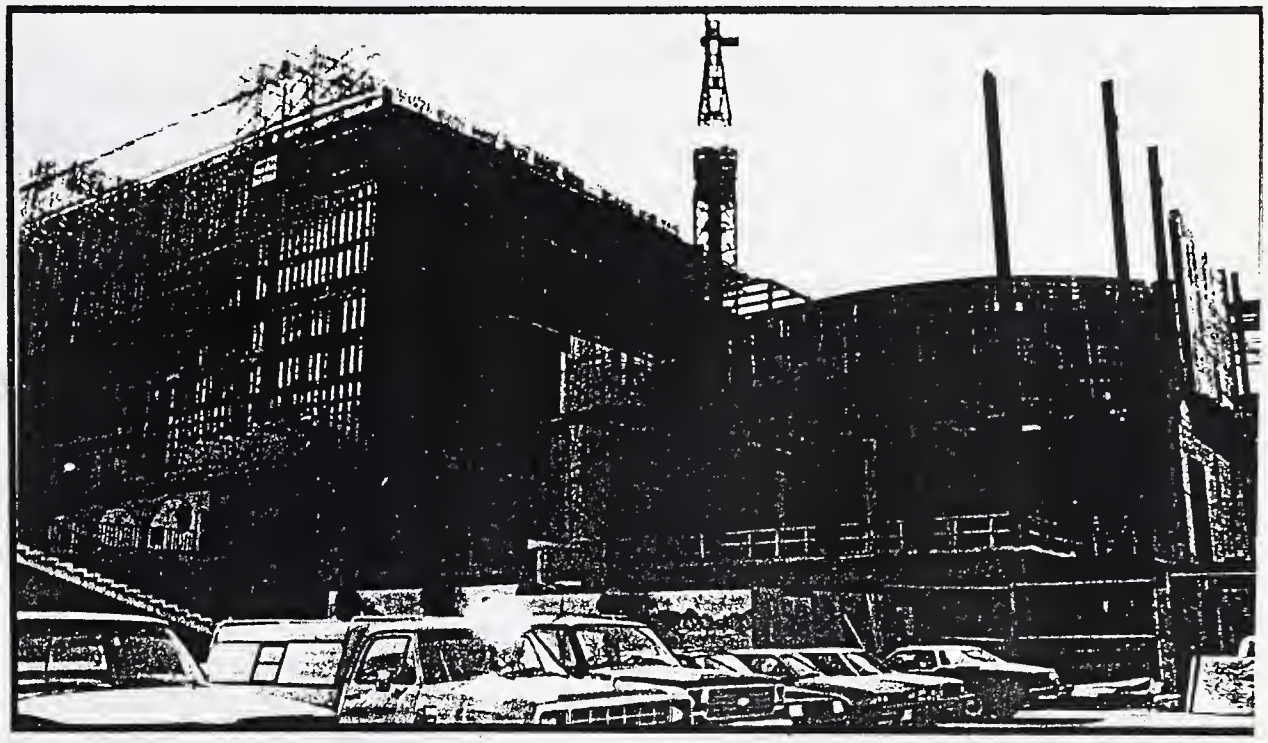
Boston's attributes as a convention location are many. And the location of Boston's new Hynes Convention Center is nothing short of ideal.

Take, for instance, its proximity to hotels. Within one-quarter of a mile — less than 1,300 *feet* — are some 3,000 first-class hotel rooms which are an integral part of the Boston Complex. The Complex features three major hotels — the Boston Marriott Copley Place, Sheraton-Boston Hotel and Towers, and the Westin Hotel Copley Place — in addition to the Copley Place and Prudential Center shopping areas, and it's all joined together under one roof. Nearby hotels — including the Copley Plaza, Back Bay Hilton, Park Plaza, Colonnade, the Lenox and the Copley Square Hotel — and those properties located in Cambridge have another 7,000 rooms available. In many other major cities, conventioneers must either travel a long distance from accommodations to a meeting site, or compromise their standards with second-rate lodging facilities. Not so in Boston.

When you consider accessibility, the Hynes is centrally located. Logan Airport, serving over 40 national and international air carriers, is just three miles away. The subway system, offering fast, point-to-point service to locations throughout Boston and Cam-

*see* **Location,** *page 5*

The spirit of Massachusetts is the spirit of America.



*FORM AND FUNCTION will be key to the success of the Hynes Convention Center. Pictured above, the facility's multi-story rotunda and exhibition hall.*

## "Progress Today for Conventions Tomorrow"

The dust never settles over the Hynes Convention Center construction site, and Director of Project Engineering Ken Leach intends to keep it that way. Everywhere you look the project is bustling with activity — tractor trailer trucks delivering oversized support girders, mixers pouring thousands of pounds of cement into concrete molds. Meanwhile, above the convention center steel workers scramble across a maze of structural supports pounding rivets into place while ten-story-high cranes swing multi-ton I-beams across the sky.

"Every aspect of the project is on, or ahead, of schedule," Leach reports. "Overall the building is approximately 30 percent complete and will be half finished within four months. All major support piles are now in place, the building foundation is complete, 75 percent of the project's structural steel has been fabricated and approximately 40 percent has been erected on-site. In addition, 20 percent of the Hynes' concrete floors are complete and the balance is scheduled to be finished by February."

Work is also underway on the Convention Center's electrical, plumbing and HVAC systems. All construction work occurring above the Massachusetts Turnpike has been concluded, and crews have turned their attention to relocating the massive steelwork cranes to the western portion of the site. Once moved, the equipment will be used to begin work on the Convention Center's facade abutting Boylston Street and the facility's 25,000-square-foot main ballroom. To assure the Hynes Convention Center will serve the needs of meeting and convention groups for many years to come, the entire structure is being treated with space-age, spray-on fireproofing, which will make it one of the safest facilities in the United States.

With progress on the Hynes happening so smoothly, Ken Leach recalls how he felt at the outset of the project during the spring 1984 groundbreaking. "I was looking toward the topping off — the point where all the structural steel is in place — because it says to the workforce: Yes, fellows, the momentum is building, we are up to the highest point, and people are depending on us to go like hell and deliver the rest of it on time." With the

*see* **Hynes,** *page 3*

# The Pioneer Valley

## A Convention Pioneer's Dream at Work or Play

reater Springfield and the Pioneer Valley are rapidly becoming a major regional con- ion destination and a meeting ner's dream come true. Blessed the amenities of big city sophisti- on and country charms of the sur- nding Pioneer Valley, the area s central location, accessibility, llent facilities, and a cordial iance.

n referred to as the "Crossroads of England," Greater Springfield the Pioneer Valley maintain a ue geographical advantage of ssibility. The proximity of Bradley rnational Airport (18 miles from ntown Springfield), the second est commercial airport in New land, provides the visitor with effi- t and immediate access to Greater ingfield hotels and convention s. Two major Interstate highways Massachusetts Turnpike and th/South-I-91) intersect within the Greater Springfield area. Springfield is also served by several commercial bus lines and the Amtrak rail network.

### Springfield Facilities

Located within the heart of the downtown area, the Springfield Civic Center features a 20,000 square-foot Grand Arena with 7,500 permanent seats and an additional 2,400 portable chairs. The Exhibition Hall has a gross exhibit space of 38,350 square feet and can accommodate 200 booths 8' x 10' or 175 booths 10' x 10'.

The recently renovated Symphony Hall contains 8,100 square feet of meeting space with a seating capacity of 2,589. With its elaborate design, soaring columns and richly textured marble features, Symphony Hall is one of Springfield's crown jewels.

Springfield's inner city Renaissance continues to bloom with the construction of the Monarch Place Development Complex. Upon completion in November, 1987, Monarch Place will consist of a 26-story office tower encompassing 350,000 square feet, a 304-room Sheraton Tara luxury hotel with convention center, 35,000 square feet of retail space anchored by a major commercial bank, and covered parking for over 1,000 cars.

After a $6 million renovation, the Springfield Holiday Inn is prepared to serve the corporate traveler to western Massachusetts. Emphasis has been placed on its full business center which includes secretarial services, wordprocessing access and facsimile transmission machines.

### Greater Springfield

Greater Springfield provides ideal facilities for conventions, trade shows, exhibitions, seminars, and sales displays. More than 2,000 hotel rooms are available in the area, and the Springfield Marriott, Holiday Inn, and the Sheraton Tara (scheduled to open in 1987) offer 918 rooms within walking distance of the Springfield Civic Center.

Nearby hotels in Greater Springfield include The Sheraton Inn in West Springfield and The Quality Inn, located 5 minutes from downtown in Chicopee.

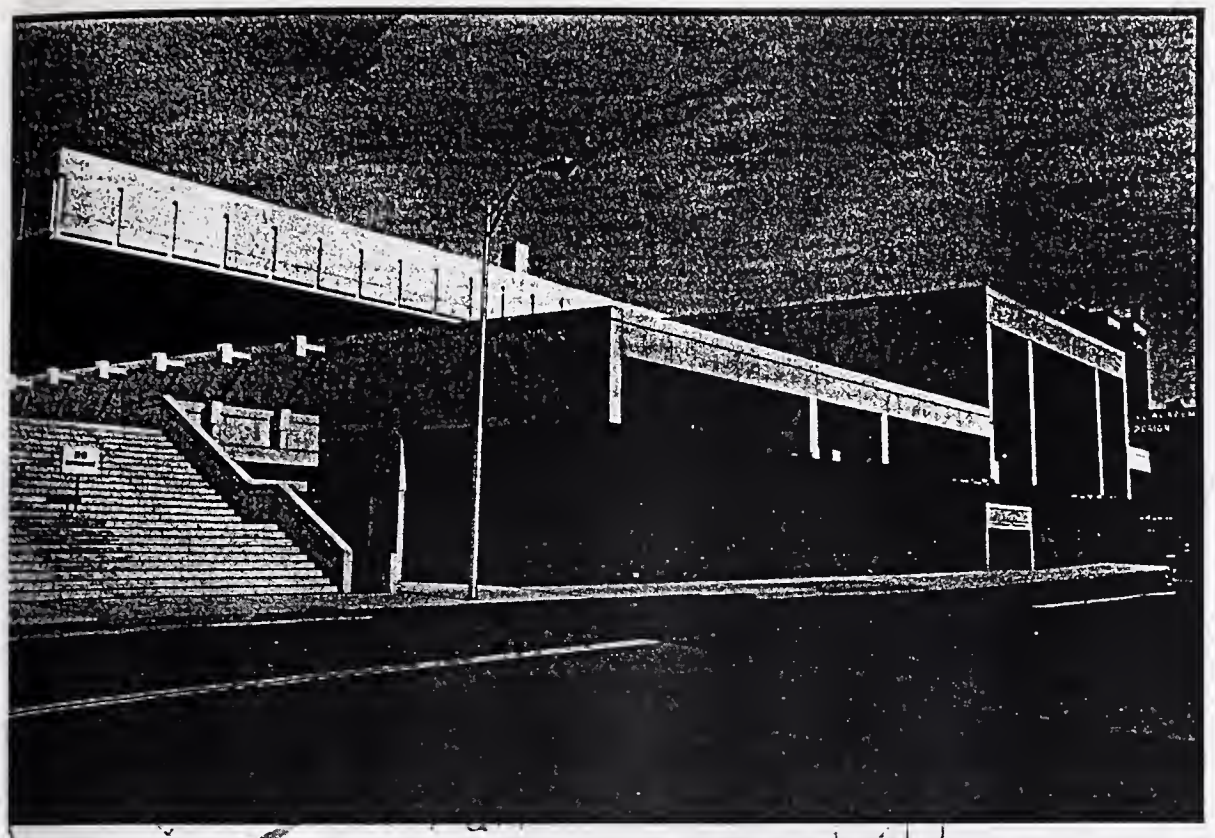
For meetings and convention sites, Greater Springfield boasts a wide array of options. The Eastern States Exposition in West Springfield, 2 miles from downtown, is a self-contained "meeting city." The 20,000 square-foot Coliseum at the "Big E" houses 5,000 permanent seats with additional seating for another 1,000. The Better Living Center has a gross exhibit space of 125,000 square feet and can accommodate 400 booths 10' x 10'. And, there are 95,000 square feet of space available for agricultural exhibits. The Exposition Grounds accommodate 9,000 cars; Storrowton Village, an authentic colonial village, offers banquet facilities for 300 and a colonial restaurant that seats 150 people.

### A Leisure Time Paradise

The Pioneer Valley affords the best of city pleasures and country charm for

see next page

*The Naismith Memorial Basketball Hall of Fame attracts thousands of sports fans to Springfield annually.*



*he Springfield Civic Center, featuring a 20,000 square-foot Grand Arena and a 38,000 quare-foot Exhibition Hall.*

itors, with over 100 major attrac-ns throughout the region — fine res-rants, outstanding cultural institu-ns, and a vibrant nightlife.

ringfield, currently celebrating its th birthday, is the birthplace basketball and home to the Smith Memorial Basketball Hall Fame. History buffs will enjoy the ringfield Armory Museum, which ises the largest collection of mili-y small arms in the world, and the lian Motorcycle Museum provides in-depth view of the famous "In-n" motorcycle invented in ringfield.

isic and drama are equally rep-ented with the renowned Spring-ld Symphony Orchestra performing Symphony Hall and StageWest ering the best in live professional ater at its new downtown Columbus nter theater complex. The center of lture in Springfield is the Quad-ngle, four museums and a library rrounding a tree-shaded green.

e Pioneer Valley offers Riverside rk, the largest amusement park in w England, and Holyoke's Mt. Tom i Area, which provides wintertime wnhill skiing.

ading north into Franklin County, sitors will marvel at Historic Deer-ld, twelve beautifully restored useum houses containing an impres-sive collection of early American furniture, silver, china, and other historical curios. Quabbin Reservoir is a must for naturalists and offers bountiful wildlife and scenic vistas.

Springfield's hold on excitement is marked in terms of festivals and special events. In June the ACC Craftfair, held at the Eastern States Exposition, is home to hundreds of artisans, drawing visitors from around the world.

Other area festivals include the gourmet specialties of the "Taste of Springfield" in June, the patriotic splendor of Springfield's "Big Fourth" celebration, and outdoor concerts at the Riverfront Park in July and August. September brings the "Glendi" Festival to the Greek Cultural Center, in addition to the Matton Street Art Festival Weekend. In neighboring Chicopee, the annual Kielbasa Festival features Polish food, music, and dancing in September. The 12-day Eastern States Exposition, which takes place in September, is the eighth largest fair in the country. Over one million people attend the "Big E" each year.

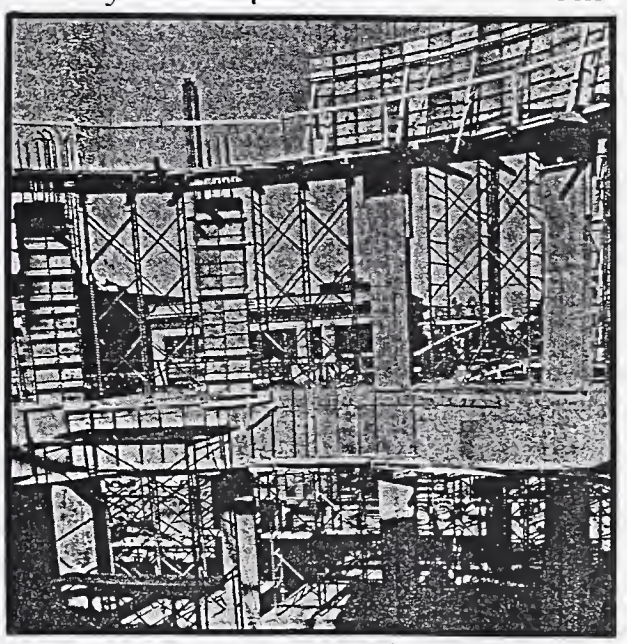
*(Contact Carol Kelleher, Executive Director, Pioneer Valley Convention & Visitors Bureau, 413-787-1548)*

# Hynes

*continued from page 1*

topping-off completed, Ken Leach once again has his eye on the future. "My feeling is, the laying of the cornerstone will be our next major accomplishment."

As construction crews work to make the Hynes Convention Center a reality, many equally positive changes can be seen in the surrounding neighborhoods. As new construction rises from the blocks surrounding the Hynes, the man who oversees Boston's largest public construction project modestly deflects credit for the city's progress from himself to other factors. "For me the Copley Place development was the true catalyst in the city's Renaissance. The Hynes is a prime tenant — a component in the overall attraction that is Boston's Back Bay. New public housing on Huntington Avenue, the Ingalls Building, the influx of new hotels, and the renovation of the older ones like the Lenox, the Ritz Carlton — they're all part of what makes this area a focal point." Already the Hynes is proving its value to the community by encouraging everyone to put their best foot forward.



*CONCRETE EVIDENCE of progress is seen as construction workers finish assembling concrete molds for the rotunda area of the Boylston Street entrance of the Hynes Convention Center.*

As the facility's 1988 opening draws closer, here are some of the more obvious changes that will occur at the Hynes. By spring over 60 percent of the building's exterior will be com-

*see* Hynes, *page 5*

# MASSMEETINGS Goes International!

If Axel David has his way, the catering menu at the new Hynes Convention Center will include Yorkshire Pudding, Crepes Suzette, Swiss Fondue, Belgian Waffles, and — of course — knockwurst. As director of the new European office of MASSMEETINGS, which opened October 1 in Hamburg, it is David's job to book association meetings from London, Paris, Geneva, Brussels, Bonn, and other parts of Europe into the Hynes and other Massachusetts convention facilities.

Actually, the task may not be as hard as it sounds — largely because of David's extensive experience in the international meetings and conventions business. A dapper 46-year-old businessman with impeccable English, David spent 11 years as Director of Conventions in his native Hamburg before joining with partners Michael Platte and Günter Roleff earlier this year to form Welcome Touristic GmbH, an organization dedicated to booking American and international meetings, conventions and incentives into Hamburg. Previously he had served as European Sales Manager for a company selling carpeting from Scandinavia to Italy and spent four years in Lagos, Nigeria in the shipping industry — so he is well acquainted with the nuances of international business.

"Axel David is the perfect man for the job," said Massachusetts Convention Center Authority Director Francis X. Joyce. "His experience, savvy and familiarity with our area are exactly what we need. He will be our eyes and ears in Europe."

The desire to open a sales office in Europe is about as old — and as unique — as MASSMEETINGS itself. Since no other state operates any such office — either in this country or abroad — there exists a huge

untapped resource in the hundreds of international associations, most of which are headquartered in Europe and meet every three to five years in a different member city. In 1985 discussions began between David and MASSMEETINGS to try to capitalize on that resource; one year later, the European sales office is a reality.

The strategy, according to David, will be to approach those international associations which are headquartered in Europe but which also have offices in the United States. "We will then try to identify the appropriate American partner in that firm, and suggest Boston as an ideal convention site." The partner must then issue an invitation to the international group.

"International associations are unique," says David, "because they must cover the world. If they've been to one country, they won't return for 10–15 years." David plans to use Welcome Touristic GmbH's resources to access databanks and determine which associations haven't been to the U.S. in many years. "We will be aggressive. We'll be knocking on doors in London, Paris, Brussels, Bonn, and Cologne. Hamburg is only 70 minutes by air from most of the key cities in Europe, so our MASSMEETINGS office will have no boundaries."

Boston, he thinks, will be popular among these international groups. "London and Paris are the #1 and #2 convention destinations in the world, but it's the venue, not the facilities, that makes them so attractive. In Boston — especially with the Hynes Convention Center — it will be both. Accessibility is a key to international conventions, and the Hynes is practically downtown, within walking distance of many hotels. The size of its meeting rooms compares favorably with all other international facilities."

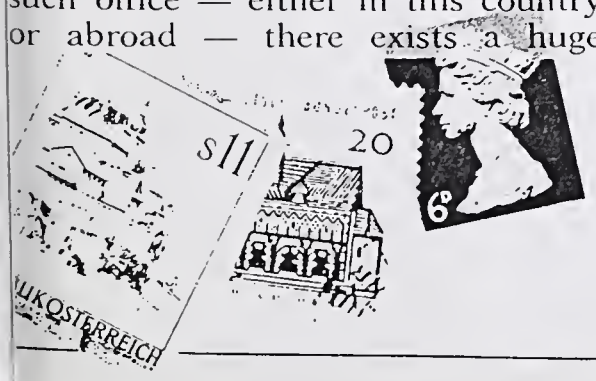
David believes that Boston's history and surroundings will also attract an international crowd. Those who attend international meetings are a little adventurous. It's a very important event in their lives. They jot it down in their diaries years in advance and combine it with personal vacations. The result is that they want to see the area through pre- and post-convention tours.

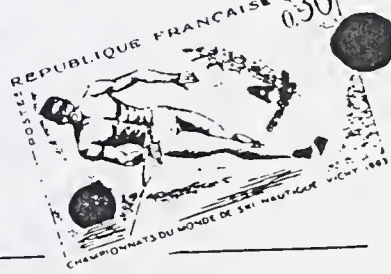
"Europeans say, 'We have 1000 years of history,' and it's true, but they're also fascinated by American history because America is made up of European emigrants. They want to see the Freedom Trail and the mansion houses, as well as the countryside and the mountains and the seaside, and they'll take time before and after the convention to do so."

One other factor working in Boston's favor as it tries to draw in the world, according to Axel David, is its "hi tech" reputation. "This area has many leaders in science and technology who are a good source of support for inviting the international associations here. That's one of the main reasons I'm convinced that Boston has a good chance in the international meeting market — scientists can be excellent ambassadors."

While it is possible that Axel David and the European MASSMEETINGS office will succeed in booking a few international conventions for 1989, such events are usually booked so far in advance that the real effects will not be felt until 1990 and beyond. But that does not concern Fran Joyce. "This is a very exciting, one-of-a-kind venture, and just by virtue of opening the European office, we have expanded our resources and taken a giant step forward for Massachusetts."

The Hynes menu planners should take note.





*Axel David (center), director of the MASSMEETINGS European office, discusses the Massachusetts convention industry with Lois Pines, executive director of the International Coordinating Council and Francis X. Joyce, executive director of the Massachusetts Convention Center Authority.*

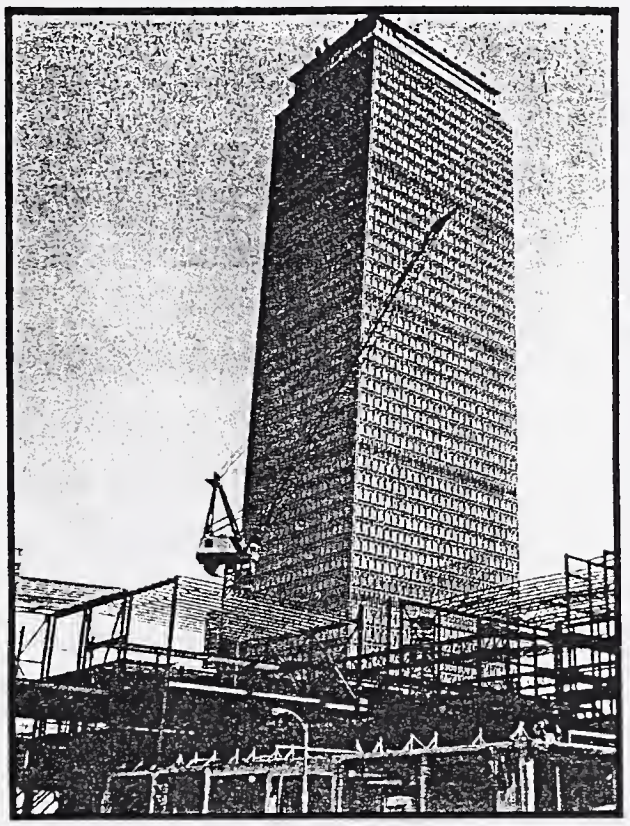
# Hynes

*continued from page 3*

pleted, interior finishing will be taking place, and the main elevators and escalators will be operating constantly, filled with the legions of craftsmen whose only goal is to deliver a quality convention center on time and for the benefit of all.

And what about Ken Leach? He'll be there making sure it all happens and stirring up the dust until the doors are open.

*THE SHAPE OF THE FUTURE takes form on Boylston Street. Currently 75 percent of the Hynes Convention Center's structural steel has been fabricated and 40 percent has been erected on-site. The structure's topping-off ceremony took place at the end of October.*



# Location

*continued from page 1*

bridge, is one block away. The Massachusetts Turnpike is literally underneath the Hynes and provides a direct route to western Massachusetts.

Getting around is even easier because Boston is renowned as the true "walking city." A few steps away from the convention center are three of the world's most elegant department stores — Lord & Taylor, Neiman Marcus and Saks Fifth Avenue — and more than 200 shops and restaurants surrounded by the Italian marble, rosewood and brass, and scenic indoor waterfalls of Copley Place. Just a few minutes away by foot are the stylish boutiques, restaurants and galleries of Newbury Street, the pastoral Public Gardens, and the charming Back Bay. A must-do in Boston is to walk the historic Freedom Trail with its numerous historic sights. Along the way enjoy the first-class shopping experience that is Downtown Crossing featuring Jordan Marsh, Filene's and other fine stores. Stroll up Beacon Street past the Massachusetts State House and you'll find yourself in the heart of the city's financial district, a short distance from the many sights of Boston's historic waterfront.

Location combined with the state-of-the-art faciiities of the Hynes will help ensure the success of any convention or group meeting.

For information on bringing your convention or group meeting to Massachusetts:

**Chicago**
Gordon Ruppert
Regional Vice President
of Sales
230 East Ohio Street
Chicago, Illinois 60611
(312) 664-0676

**New York City**
Lydia Shelby
Regional Vice President
of Sales
565 Fifth Avenue,
Suite 1109
New York, New York
10017
(212) 949-4280

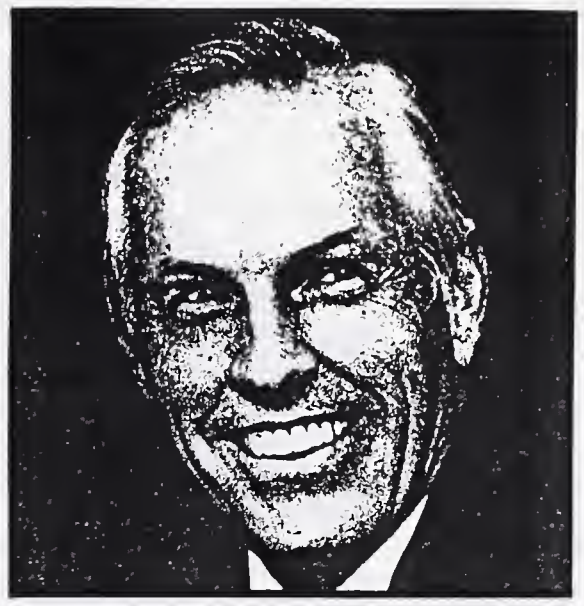
**Washington, D.C.**
Mark Broderick
Regional Vice President
of Sales
1522 K Street, N.W.,
Suite 334
Washington, D.C. 20005
(202) 898-0909

**Boston**
Ernest A. Lucci
Director of Marketing
Prudential Tower
900 Boylston Street
Suite 4050
Boston, Massachusetts
02199
(617) 236-8168

*For information about the Newsletter contact: Ernest A. Lucci, Director of Marketing, MCCA Marketing Department, Suite 4050, Prudential Tower, Boston, Massachusetts 02199. (617) 236-8168.*

# Profile: Robert Q. Crane

## State Treasurer and Chairman of the Massachusetts Convention Center Authority



*Robert Q. Crane*

While effective government is the result of a team effort by many talented and experi-ed people, a number of individuals d head and shoulders above the in making Massachusetts a desira-place to live and visit. Robert Q. ne, State Treasurer and Chairman the Massachusetts Convention ter Authority, is one of these out-ding individuals. He brings with a true passion and enthusiasm for y aspect of his job.

e, for example, MCCA Chairman ne's accomplishments as State surer. The official job descrip- calls for someone to oversee the ipt, custody and disbursement of funds received by state agencies. office holder must also supervise sale, recording and accounting of ds, notes and securities for the e's benefit. Although not officially gnated as the official state fund er, the State Treasurer also serves Chairman of the Massachusetts tery Commission. In this position Crane has been responsible for ging in more non-tax funds to the e than any other official in the mmonwealth.

985, the Massachusetts State Lot-topped $1 billion dollars in funds erated and has returned over $1.5 ion to Massachusetts cities and ns since its inception in 1972. And, program has paid over $56 million its sales agents, and leads the ion in per capita sales.

bert Crane's reputation as a pro-ve manager convinced me of his e as Chairman of the Massachu-s Convention Center Authority," s Francis X. Joyce, Executive Direc-of the MCCA. "Because the Author-s MASSMEETINGS program is de-ed to actively generate meeting l convention leads, his direction l expertise have proven invaluable our success. His ability to set orities, define policies and envi-sion projects in a finalized form has proven crucial to keeping the Hynes Convention Center project on time and on target."

Other noteworthy programs implemented by Treasurer Crane include the creation of an abandoned property division — designed to reclaim money which had lain dormant for years and which rightfully belonged to state residents — and the initiation in 1979 of the Massachusetts Mini-Bond program which offers state and federal tax exempt bonds to small investors. The program, was begun with a $1 million sale and was so successful that the state legislature authorized a $25 million mini-bond sale in 1985.

**". . .His ability to set priorities, define policies and envision projects in a finalized form have proven crucial to keeping the Hynes Convention Center project on time and on target."**

The motivation for these uniquely successful programs is rooted in his loyalty to Massachusetts residents. "People realize that the simplest way to generate state funds would be through the implementation of additional taxes. While some situations do require this type of solution, the simplest method is not always the most effective. All the income produced by non-tax programs reduces, dollar-for-dollar, the need for money raised by taxing the citizens of the Commonwealth, and my first priority is to try and find a non-tax solution to each situation if possible."

How well has Mr. Crane's experience transferred to his duties as Chairman of the Massachusetts Convention Center Authority? Again his record speaks for itself. Under Crane's guidance the MCCA was able to arrange for the sale of $200 million of Hynes Convention Center Bonds to provide funds for the construction of a new convention center. As a result of Crane's close working relationship with Eugene Sullivan, Chief Financial Officer for the MCCA, and his business acumen, the Authority's presentation delegation secured both A1 and AA bond ratings from the nation's leading bond rating agencies, making the bonds more desirable to investors and putting them on par with other Commonwealth bond issues.

Crane modestly attributes the success of the bond issuance and MCCA program in general to "the soundness of the Hynes Convention Center plan and the overall attractiveness of our Commonwealth. We have a proud history with more to offer visitors than any other state. These factors alone will make Massachusetts the most desirable destination for any business traveler or tourist, and the Hynes is an important component of the whole picture."

Considering the fact that over 300 conventions are confirmed through the year 2011 at the new Hynes, and million convention visitors will come to the Hynes in 1988 — its first year of operation — Mr. Crane's dedication and enthusiasm have served the Commonwealth well.

# MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Volume I, Number 3 Winter 1987


## The Truth About Boston Winters

*by Francis X. Joyce*
*Executive Director*

*Sunshine is delicious, rain is refreshing, wind braces up, snow is exhilarating; there is no such thing as bad weather, only different kinds of good weather.*
*—John Ruskin*

The optimism of Ruskin's statement is certainly admirable when you consider that he was a native Londoner, a place famed for its dreary fog.

Fortunately, optimism about Boston's weather is a quantifiable fact, not merely a subjective state of mind. What do the statistics say about Boston's weather compared with that of other major convention destinations?

- Boston gets less snow than Chicago.
- Boston has fewer rainy days than Miami.
- Boston's Logan International Airport has fewer closings than Los Angeles International.

Surprised? Many convention planners and visitors are pleasantly surprised

see **Winters**, page 2

## Landmark No-Strike Agreement Announced

When the John B. Hynes Veterans Memorial Convention Center opens in January 1988, not only will it set the standard for other convention facilities throughout the country, it will stand as a landmark of a cooperative spirit between the construction trades and management.

After eighteen months of careful negotiation, the Boston Building and Construction Trades Council recently signed a no-strike agreement with Bond Brothers and Dugan & Meyers, general contractors for the construction of Boston's new convention center.

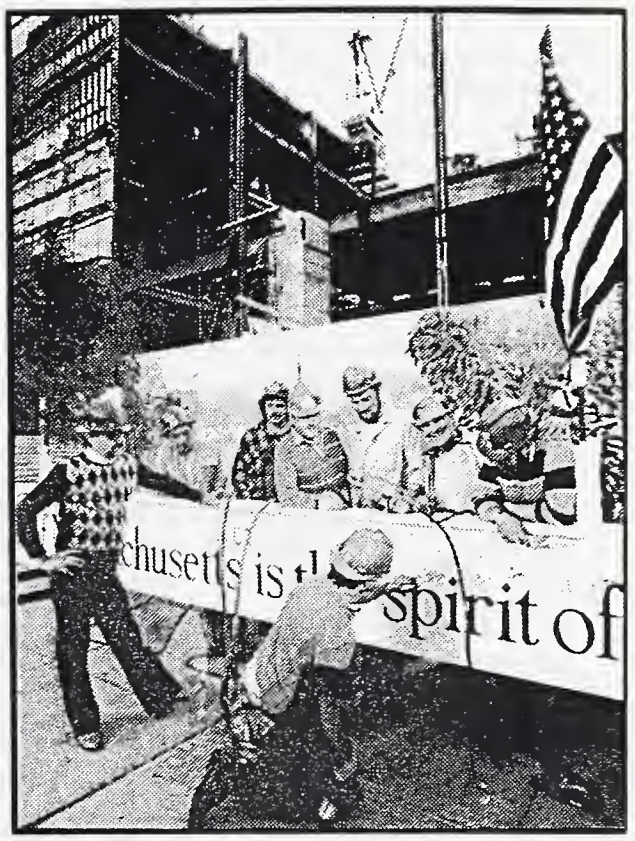
The agreement, which involves 17 building trades, is the first of its kind

see **Agreement**, page 3

## Construction Update: Hynes Topped-Off On Schedule

Amid the cheers of construction workers, meeting planners, hospitality industry representatives, members of the Boston press, and city and state officials, the giant ten-story steelworking crane lifted in place the 25-foot, 10,000-pound I-beam emblazoned with the Commonwealth's "Spirit of Massachusetts is the Spirit of America" slogan and the signatures of a score of construction workers. Thus, at the official topping-off of the Hynes Convention Center on October 29, a new landmark was established.

**"... the public's enthusiasm has filtered down and has proven highly contagious among the work crews."**




*BEAMING WITH PRIDE at the topping-off of the John B. Hynes Veterans Memorial Convention Center, construction workers add their signatures to an I-beam emblazoned with Massachusetts' extremely successful tourism campaign slogan.*

Since this event, progress on the structure has proceeded at breakneck speed, with changes appearing daily. Ninety-eight percent of the convention center's structural steel is complete, with only a few minor additions scheduled for early this year. Because 75 percent of the Hynes's roof is in place and over 30 percent of its exterior masonry is in position, workers have been able to continue pouring the giant concrete floors of the main ballroom, exhibit halls and meeting facilities throughout the winter months. As a result, over 75 percent of the building's floor framing is complete.

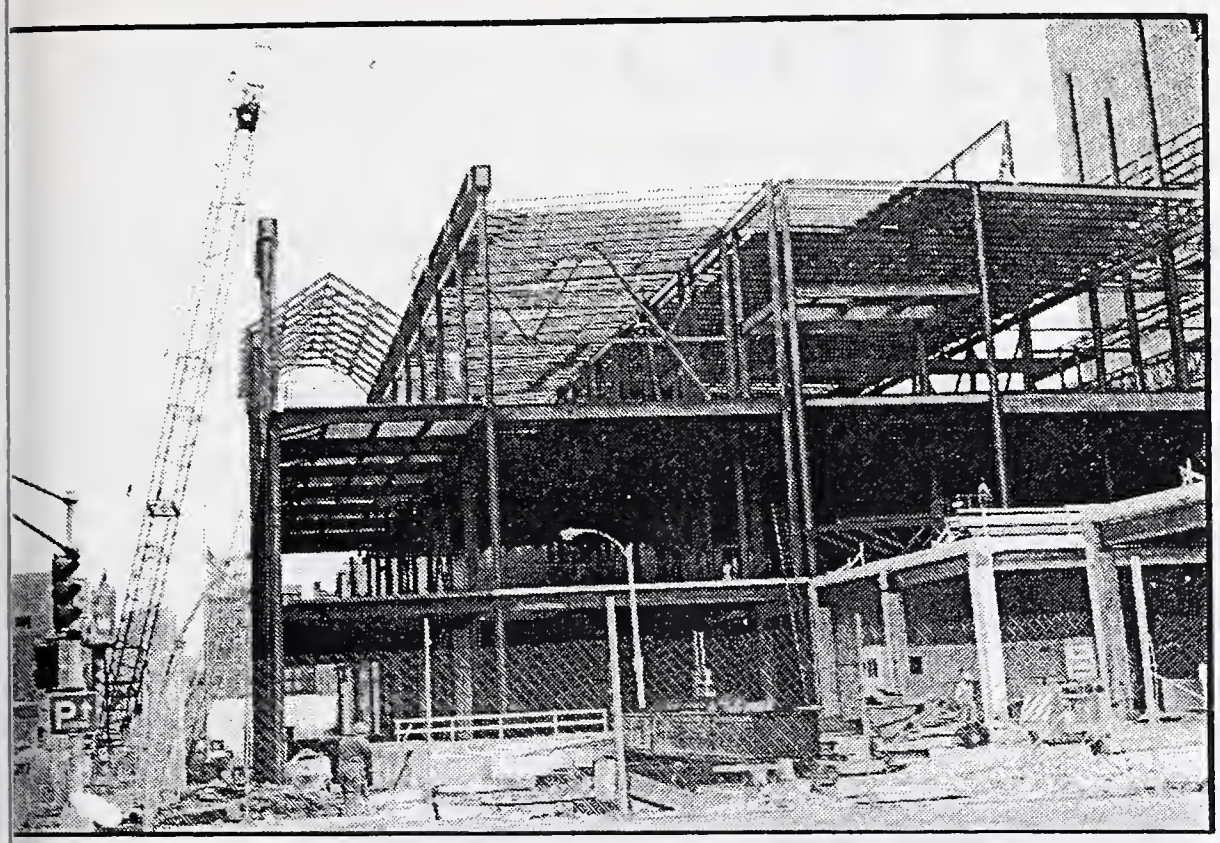
"New England in general, and Boston in particular, is developing a well deserved reputation for mild winters," says an optimistic Ken Leach, Director of Project Engineering. "By this time of year the most extreme weather conditions have passed and we can turn our attention to other matters."

However, all this good fortune did not come about by accident; it is the result of careful planning. Because some work on a construction site cannot be performed below certain temperatures, it was important to have a significant portion of the convention center's exterior complete to provide a stable environment in which conditions could be controlled. While the physical aspects of construction can be manipulated to meet the particular needs of the construction process, it is important to note how the workers have fared over the past few months.

"They've been great!" says Leach. "Because construction crews have always viewed the weather as a challenge, they adopt a competitive attitude which keeps the job moving. Also, because the Hynes project has received so much local attention, the public's enthusiasm has filtered down and has proven highly contagious among the work crews."

Aside from a professional challenge, the winter season has provided

see **Update**, page 2



*GER AND BETTER accurately describes the new John B. Hynes Veterans Memorial Convention 'er. New construction (left and upper right) dwarfs support pillars of the former Hynes Auditorium er right).*

## )date

inued from page 1

rkers with something not always nd in construction jobs — full ployment. Also, as the opening date )roaches, management has increased manpower and extended work hours.

While Leach can't predict future weather conditions, he does know what progress can be expected on the construction of the convention center.

Within the next three to four months, certain aspects of the project will finished. The construction of the Hynes's east and south walls will be 98 percent complete and will require only minor detail work. At this point construction will have begun on the Boylston Street facade, which will be composed of a network of steel and glass.

Less visible but equally important will be the installation of the mechanical and electrical systems, which will be 45 percent complete by spring. Ninety-eight percent of the interior partitions will be in place, ready for the attention of interior designers, painters and carpenters. While several elevators are already running, additional elevators and escalators will come on-line throughout the summer and fall of 1987.

"Passers-by have already commented that the site is looking better every day and that they are amazed at the size of the facility," comments Leach. "They're right, but in my opinion nothing looks better than the finished product."

And Ken Leach and his crew are there every day, committed to the delivery of the final product by January, 1988. •

## inters

tinued from page 1

:n they learn more about Boston's ıther.

ston is one of the most temperate es in the United States," says Peter vett, President of WSI, a well-wn weather information and :arch bureau. "Both winter and ımer extremes are mitigated by the ıntic Ocean."

points out that while Boston's mean ıperature in January is a moderate 2 degrees Fahrenheit, temperatures ing the same month in Chicago rage 14.7 degrees.

ıg-term weather statistics show t Boston winters are snowy, but o pleasantly moderate. Over the st 40 years Boston received an aver- of 42 inches of snow per year. By nparison, Cleveland received 53 hes, Denver 59 inches. Pittsburgh inches, and Buffalo was buried der an average of 92.5 inches of snow ry winter.

Leavett adds that, during the average Boston winter, "There are only 11 days in which the city gets more than one inch of snow. This doesn't leave much time for major storm conditions.

"For the most part, Boston isn't plagued by long cold spells or heat waves like many other cities. In summer, cool breezes flow in from the Atlantic and act as a sort of natural air conditioner. In winter, air from the ocean helps to keep the temperature fairly mild and helps to prevent major snowstorms."

**Many convention planners and visitors are pleasantly surprised when they learn more about Boston's weather.**

This means that convention planners can book winter meetings in Boston with confidence.

The Greater Boston Convention and Visitors Bureau has been so confident in the non-disruptive nature of Boston's winter weather that in the past it has arranged with Lloyd's of London to insure winter conventions against weather-related financial losses for sums up to five million dollars.

Few associations have specific climatic requirements for their meetings beyond fair skies and stable temperatures. Boston has more to offer than any other major convention city in the country.

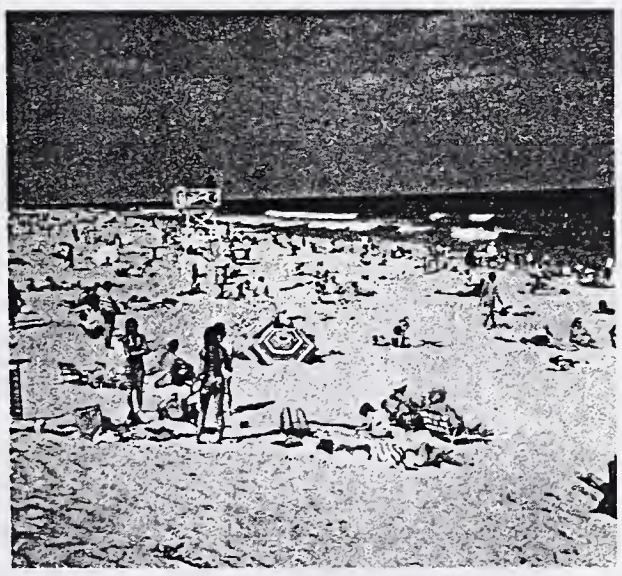
We are within easy driving distance of some of the finest ski areas in the country, and we have excellent restaurants, museums, shopping and theaters available — activities which can be enjoyed in any type of weather.

It is also worth noting that meeting dates and rates are more flexible in the winter than in the summer. Winter an excellent time for cost-conscious convention and meeting planners to get the most for their money. And, with all other factors considered, Boston is a beautiful city in any season. •

# CAPE COD

## A Meeting Place By The Sea.

Plan a convention on Cape Cod for 5 or 500 people, and discover a meeting place where you can also relax and enjoy your leisure time. The Cape area, Plymouth to Provincetown and the islands of Nantucket and Martha's Vineyard, has over 33 properties that serve both individual travelers and groups. From the small New England inns to the full-service resorts, Cape Cod's accommodations provide quality service with Yankee hospitality. It's a unique corner of America where each day greets you with pounding surf and fresh salt air. So take some time and experience the charm that is Cape Cod.

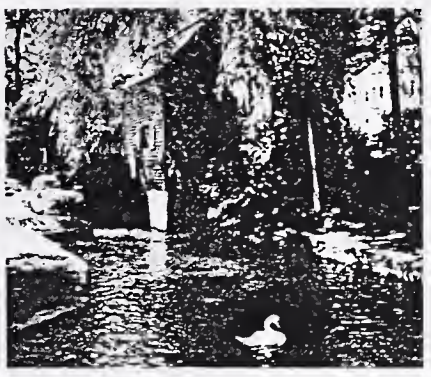


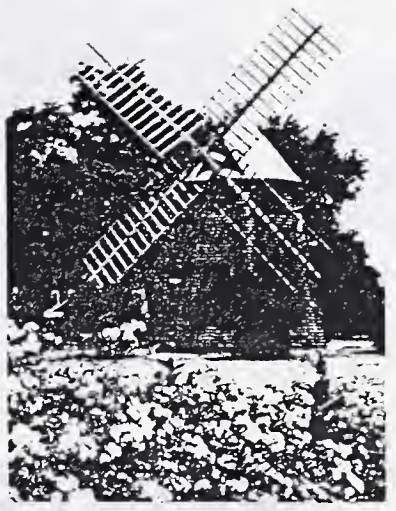
If sun and surf is what you seek, the Cape will be your paradise. Three hundred miles of coastline will surround and amaze you with its beauty. If you're looking to get in a little exercise, the Cape has miles of trails and paths for biking, jogging, horseback riding, and walking.

The Cape is also a golfer's paradise, with courses manicured for year-round play. If fishing is your fancy, you can drop a line off a bridge, cast from the shore or venture to the deep sea on a charter fishing boat.

Your Cape Cod experience will begin as you cross either of the bridges spanning the Cape Cod Canal. On the Cape side of the Bourne Bridge you'll find yourself taking a step back in time. The Aptucxet Trading Post is a replica of the 1627 original, set up by the pilgrims and the Dutch for trade. Should you choose the Sagamore Bridge, you'll be in one of the most famous glassmaking areas of the world. You can watch artisans at work in the Pairpoint Glass Works, or see work of the finest 19th century artists on display at the Sandwich Glass Museum.

Leaving Sandwich, your drive will take you to Heritage Plantation. A favorite stop for many, the plantation features 76 acres of gardens and rolling lawns, a collection of early American artifacts and a delightful automobile museum. If the maritime past is more your style, a bit farther east is Barnstable—one of the most picturesque towns on the Cape. Once a fishing and whaling town, Barnstable is the home of the Donald G. Trayser Memorial Museum. Located in the old Customs House, the museum displays the Cape's illustrious maritime past.





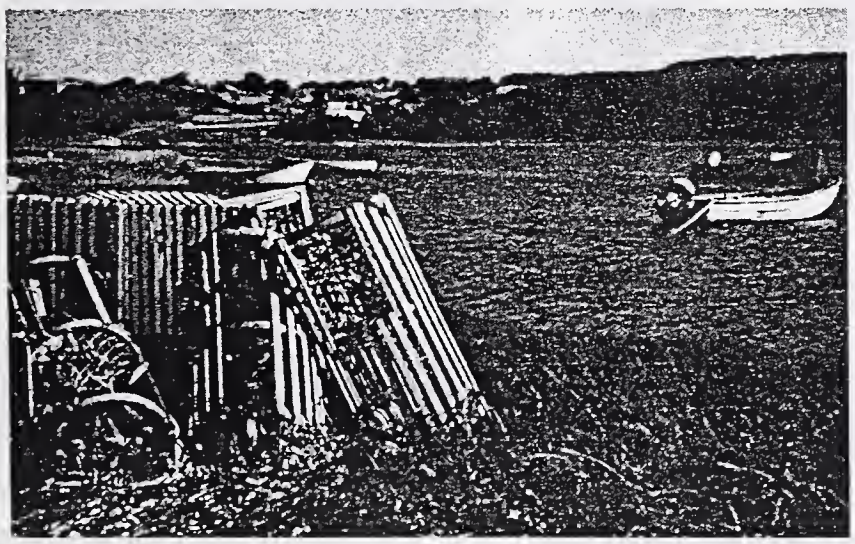
From the town of Falmouth you can hop a ferry to the islands of Martha's Vineyard and Nantucket, or jump on the Cape Cod and Hyannis Railroad. The train runs from Falmouth to Buzzards Bay, Sandwich and Hyannis and links the Cape to the Boston suburb of Braintree.

Hyannis, the busy community at the center of Cape Cod, is the transportation center of the peninsula. The largest airport on the Cape is located here as well as the ferries to Martha's Vineyard and Nantucket. The John F. Kennedy Memorial in Hyannis provides a view of the harbor that is nothing less than spectacular.

If you enjoy hunting for antiques, the town of Brewster is for you. Shops for browsing and buying are many and the Cape Cod antique dealers are known to have some of the best collections anywhere. The Cape Cod Museum of Natural History is nearby, as well as Seaworld, where performing seals and dolphins bring out the youngster in everyone.

The beauty of the sea will be a delight throughout your visit, and the dunes and breakers off Nauset Beach in Orleans are some of the most beautiful in the world. North of Orleans, the magnificent Cape Cod National Seashore extends to the Cape's tip. Along the way, you can view a working windmill in Eastham, visit the Salt Pond Visitor Center and taste the delicious oysters of Wellfleet. Then at night follow the signal from the Cape Cod Light in Truro that guides lost sailors home.

The artist colony of Provincetown is alive with activity. This fishing port has art galleries, playhouses, inns and fine restaurants which inspire as well as entertain. You can watch the fishing fleet come in, visit the many shops along the narrow streets and finally, catch the ferryboat, bus or plane back to Boston.



Cape Cod is an ideal setting for a meeting or a convention. The diverse accommodations, natural beauty and relaxing recreational activities make the Cape unique, and one of the most scenic areas in the world. Discover the charm that is old Cape Cod.

For information on reservations and travel, contact Nancy Wurlitzer, Assistant Executive Director of the Cape Cod Chamber of Commerce, Hyannis, Massachusetts 02601, Junction of Rt. 6 and 132, or call (617) 362-3225.

Cape Cod Chamber of Commerce

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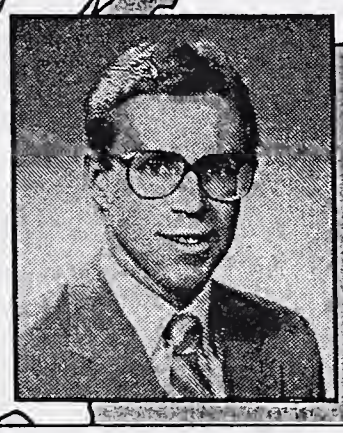
**Chicago**
Gordon Ruppert
Regional Vice President of Sales
230 East Ohio Street, Suite 210
Chicago, Illinois 60611
(312) 664-0676

**New York City**
Lydia Shelby
Regional Vice President of Sales
516 Fifth Avenue, Suite 1001
New York, New York 10036
(212) 575-3140

**Hamburg**
Axel A. David
European Representative
Massachusetts Convention Center Authority
c/o Welcome Touristic GMBH
An der Alster 72
2000 Hamburg 1, Federal Republic of Germany
011-49-40-249891
Telex: 2 165 532



**Washington, D.C.**

Mark Broderick
Senior Vice President of Sales and Offices Supervisor

Kenneth Slattery
Regional Vice President of Sales

1522 K Street, N.W., Suite 334
Washington, D.C. 20005
(202) 898-0909

The Massachusetts Convention Center Authority coordinates the MASSMEETINGS program.

For more information contact:
Mr. Ernest A. Lucci
Director of Marketing
Massachusetts Convention Center Authority
Prudential Tower
800 Boylston Street, Suite 4050
Boston, MA 02199
(617) 236-8168

## greement

ntinued from page 1

n the public sector of Massachusetts. is designed to assure the availability f uninterrupted local labor for the lynes construction project.

s part of the agreement, the Boston uilding and Construction Council, on ehalf of all the building trades that e members of the Council, has agreed at no strikes, work stoppages or any ther job action shall occur for any eason during or in connection with ne construction of the convention enter.

"This agreement is one of the finest achievements for the building trades," states Leo Purcell, president of the Boston Building and Construction Trades Council. "It is proof that unions are still a vital part of the American labor scene and that we can meet the requirements of the contemporary worker.

It also encourages a more businesslike approach to the interaction between management and labor."

"We're extremely pleased with the terms of this agreement," says Robert Sidwell, president of Dugan & Meyers. "It encourages dialogue among the various groups involved in a project the scale of the Hynes. Yet, it does not interfere with the autonomy each requires to function efficiently. It also serves to assure the community that the convention center will be completed on schedule."

While a no-strike agreement is a new concept for state-funded projects within the jurisdiction of the Boston Council, it is not unique. This concept has proven effective in Michigan, where it has been in use for several years on a number of projects throughout the state. •

# Profile: Alain Piallat, Boston Marriott Copley Place General Manager

What do the Greater Boston Convention & Visitors Bureau, the Greater Boston Hotel ociation, the Massachusetts Hotel/ tel Association, MASSMEETINGS, Tourism and Convention Task ce, and the International Coordinat- Council have in common with in Piallat, general manager of the ton Marriott Copley Place?

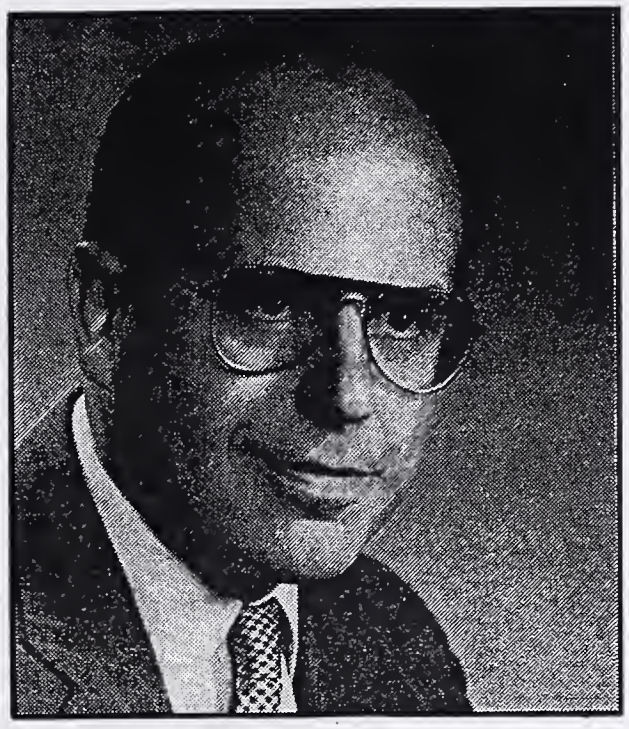
st, both Piallat and these organi- ions are dedicated to promoting ssachusetts and Boston as a conven- n and tourist destination. Second, llat chairs, is a board member, or active participant in every one of se six groups.

llat is no newcomer to the hotel ustry or the Marriott Corporation, ing served as general manager of Denver Marriott City Center before ning to Boston in 1984. He has ked at Marriott facilities in New k, Dayton and Stamford. He origi- ly joined the Marriott Corporation 974 as Food and Beverage Director the Marriott Essex House in New k.

nning a first-class hotel keeps me y busy, and as a result I must choose efully those groups to whom I give time," says Piallat. "I do not want belong to any organization unless I eve it is meaningful to the overall cess of my organization and pro- es the advantages of Boston."

working closely with these groups, lat hopes to influence other eliers to move in the same direction to work to resolve common issues ch will influence the overall suc- of the region as a choice for meet- and conventions. He maintains t the message which the hotel indus- should give to the community at ge, and specifically to the meeting convention industry, has to be one nity.

hen I came to Boston in 1984, the fessional components of the city's vention and tourism industry were eady in place," Piallat states. "The ssachusetts Convention Center hority, The Convention & Visitors



*Alain Piallat*

Bureau — the key organizations — were in place. The professional quality was there but I realized that many of these entities were operating independently of each other. Today the professionals are still there; however, an increase in communication between organizations has resulted in greater productivity."

How will this cooperative attitude influence the competitive nature of the hotel industry overall? Piallat feels that once the managers have sold Boston as a destination, there is still plenty of opportunity for them to promote their individual properties. Because the needs of convention groups are as varied as the offerings of each hotel, the need for good salesmanship will remain as strong as ever.

**". . . when someone is not attending a meeting, the city must be an enticing place to explore. Boston is exactly that, a liveable, residential city."**

And how do various convention groups perceive Boston as a possible destination? During a recent promotional trip to Washington, D.C., where most major national associations are located, Piallat noted that everyone he spoke to views Boston as a major draw which always affords high attendance at conventions.

"It is a combination of elements that contributes to our city's attractiveness. Conventions require quality meeting facilities, but always tied into the convention is the tourism factor. And when someone is not attending a meeting, the city must be an enticing place to explore. Boston is exactly that, a liveable, residential city."

In Piallat's opinion, Boston is one of the few convention destinations offering visitors a real downtown area. The city is vibrant with activity, bustling neighborhoods, pretty streets, exciting architecture, the waterfront, Back [illegible] "There are cultural attractions, restaurants, and sports events here, in addition to easy access to the rest of Massachusetts — Cape Cod and the Pioneer Valley are areas which have more variety than many other states can offer."

In spite of Boston's growing popularity as a destination among groups throughout the country, Piallat is not content to stop there. He is currently working with the International Coordinating Council to create a New England Tourism Board that will promote the six New England states as a destination for European tourists, and serve as a communications conduit for those groups interested in visiting their American cousins.

With such dedication to his home city, one is correct in assuming Alain Piallat has great hopes for Boston's future. "I think there has been a tremendous amount of effort expended to make the convention and tourism industry a priority in Boston. It is a clean industry in the sense that it does not pollute or encourage crime and therefore it is critical that the community and especially the political community, recognize the tremendous importance conventions and tourism hold for the future of Massachusetts."